

## Claims

1. A system for producing, publishing, distributing, managing, and viewing content over one or more platforms, comprising:
  - i. a production module operable to produce and publish content for one or more platforms;
  - ii. a management module operable to store, manage, process and distribute the content; and
  - iii. a hierarchical communications network operable to serve end users and manage transfer of the content.
2. The system of claim 1, wherein the content comprises at least one content item comprising:
  - a generic representation of content; and
  - a plurality of content item displays, each content item display defined for one platform of the one or more platforms, each display operable to display the content on the defined platform using the generic representation of content.
3. The system of claim 2, wherein the production module includes a production sub-system for creating at least one content item for one or more platforms.
4. The system of claim 3, wherein the production module includes a publisher client for publishing at least one content item for one or more platforms.

5. The system of claim 4, wherein the generic representation of content comprises extensible markup language statements.

6. The system of claim 3, wherein the production module further comprises:  
an authoring system having a graphical user interface operable to integrate the plurality of displays; and  
a preview module operable to preview the displays in alternative platforms.

7. The system of claim 6, wherein the preview module comprises at least one platform converter and platform rule-sets.

8. The system of claim 3, wherein the production module comprises Object-Oriented layered architecture for constructing and managing content item displays.

9. The system of claim 3, wherein the management module comprises:  
a publishing server operable to publish content;  
a system database operable to process and store assets of the published content in a system database repository;  
a plurality of distribution modules operable to distribute the published content to one or more platforms; and  
a content management operable to manage the content.

10. The system of claim 3, wherein the hierarchical communications network comprises an interactive intelligent network that includes a plurality of the network servers operable to serve end users, each network server comprising server software for serving optimized content to end users.

11. The system of claim 10, wherein each network server comprises:

a display server module operable to interact with an end user and control the network server operation;

a plurality of platform converters, each platform converter operable to convert data to a format suitable for display on at least one alternative platform by the display server module;

a plurality of object rule-set libraries for supporting the at least one alternative platform;

an application server operable to provide requests from the end user to other network servers for static resources, and operable to transfer the static resources to the network server;

an application server operable to provide requests from the end user to other network servers for streaming resources, and operable to redirect the end user to a selected other network server;

a distribution client operable to distribute a content item from the management module to the network server; and

a plurality of streaming servers operable to support servicing streams of respective video and audio formats.

12. A system for automatically converting content items to alternative platforms, comprising:

at least one content item containing at least one content item display, the content item display having a format and including at least one display object attribute for at least one platform;

at least one objects rule-set comprising a plurality of rules specifying a conversion from the format to a second format supported by a specific platform; and

a converter operable to combine the display object attributes and the object rule-set to generate a display for the specific platform.

13. The system of claim 12, wherein the format is extensible markup language.

14. The system of claim 13, wherein the display for the specific platform comprises code executable to generate the display on the specific platform.

15. The system of claim 14, wherein the code is hypertext markup language.

16. A method for providing a content management system for content creation and delivery over one or more platforms, the method comprising the steps of:

registering and managing users and content items;

producing the content items for content display;

publishing the content items to a content management module;

distributing the content items to targeted platforms;  
viewing at least one content item on at least one platform; and  
optimizing availability of the content items to users using a hierarchical intelligent network.

17. The method of claim 16, wherein the step of registering and managing users and content items comprises the steps of;

defining users and providing the users with access permissions to content management capabilities; and

creating new content items and configuring content item platforms, associated producer users, and targeted end users profiles for the users.

18. The method of claim 17, wherein the step of producing the content items for content display comprises the step of:

constructing a representation of generic content, including a generic structure of content and a layout of a content display.

19. The method of claim 18, wherein the representation of generic content is implemented using extensible markup language.

20. The method of claim 17, wherein the step of publishing the content items comprises the steps of:

transferring assets and files;

registering the assets in a database; and  
transferring registration information.

21. The method of claim 17, wherein the step of distributing the content items  
5 comprises the steps of:
- setting a time for distribution;
  - preparing assets and files; and
  - establishing communication with a distribution agent and sending the files.
22. The method of claim 19, wherein the step of viewing the content items comprises  
10 the steps of:
- receiving request;
  - identifying a user platform and searching for content for the identified platform;
  - obtaining files for the identified platform and converting the files for use by the  
platform; and
  - 15 locating assets for the content.